midland.ca















Events Sponsorship Package















2027 Partnership Opportunities

ONTARIO'S BEST BUTTER TART FESTIVAL

Festival Overview

Ontario's Best Butter Tart Festival presented by Chapman's is Canada's original and largest butter tart festival.

Each year in June, an average of **55,000 visitors** come to downtown Midland, Ontario for this delicious festival.



At the inaugural Festival in June 2013, the vendors sold out of all 10,000 butter tarts within the first 2 hours! The number of butter tarts available has increased each year since. In 2025, there were more than **300,000 butter tarts** sold.

Although the festival is first and foremost about butter tarts, it also has entertainment and activities for the whole family. The event include unique local vendors, a stage with live entertainment, street buskers, a free shuttle, kids zone, food trucks, as well as the must-see butter tart contest.



Festival Stats

- **60,000**+ attendees
- **300,000**+ butter tarts
- **200**+ vendors, including butter tarts, food, and handmade items
- Named a **Top 100 Festival** from **Festivals & Events Ontario** annually since 2019
- Listed as one of **Canada's Top 12** Best Summer Food and Drink Festivals by **Forbes**
- Up to **140** butter tart contest entries
- Over **72%** of visitors surveyed in 2026 said they would return next year
- Butter Tart Stamp received from **Canada Post in 2019**

2026 Attendee Demographics

ONTARIO'S BEST BUTTER TART FESTIVAL



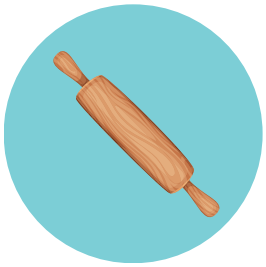
LOCATION

Central Ontario: 77%
Southwestern Ontario: 3%
Eastern Ontario: 3%
Northern Ontario: 8%
Toronto: 8%
Alberta: 1%



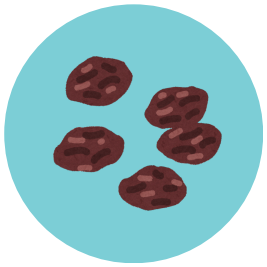
FIRST TIME

Yes: 34%
No: 66%



GROUP SIZE

1: 13%
2: 35%
3: 22%
4: 15%
5-9: 14%
>10: 1%



AGE

<17: 11%
18-34: 22%
35-49: 23%
50-64: 27%
>65: 17%



EXPERIENCE RATING

Excellent: 66%
Good: 32%
Average: 1%
Poor: 1%



HEARD ABOUT EVENT

Attended in the past: 42%
Word of mouth: 23%
Social media: 22%
Radio: 6%
T.V.: 2%
Other: 5%



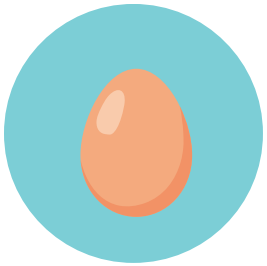
GENDER

Female: 67%
Male: 30%
Other: 1%
Prefer not to say: 2%



SPENDING

$0-$24: 14%
$25-$49: 19%
$49-$100: 32%
More than $100: 35%



OVERNIGHT STAY

Yes: 25%
No: 75%



STAYED AT

Local hotel/motel: 39%
B&B or AirBnB: 8%
Family or friends: 34%
Cottage or camping: 19%



PLANS TO RETURN

Yes: 72%
No: 3%
Maybe: 25%

2027 Partnership Opportunities

Depending on the partnership level, benefits may include increased exposure through marketing and pre-promotions, a prime onsite booth location with roaming capabilities, and access to a potential audience of **over 55,000 people** in one day.

Exclusive Partnership Options:

- Festival Presenting Sponsor $25,000.00
- Entertainment Stage Sponsor $15,000.00
- Contest Sponsor $10,000.00
- Photo Op Sponsor $10,000.00
- Shuttle Sponsor $7,500.00
- Kids Zone Sponsor $7,500.00

Partnership Options:

- Festival Partner $5,000.00
- Festival Patron $1,000.00 - $3,000.00
- Experiential Marketing $2,500.00

Benefits May Include:

- Logo on marketing materials including: community posters, flyers and print ads
- Average marketing impressions - **1.86 million social media views**
- Included in press release and media relations
- Category exclusivity
- Onsite signage including: festival map, way-finding signs, shuttle signs, and posters
- Website promotion - **47,000+ average page views**
- Prime on-site booth space for activating
- On-site recognition, included in emcee announcements
- Social media promotion - **29,700+ followers**

buttertartfestival bestbuttertartfestival








The Greatest
The Tastiest
The Original

The Sweetest Day of the Year!

June 12, 2027
9:00am - 5:00pm